TOM WHITE.

Oppty
Persuasive

Direct Mkty is a form of Publishing

Organ of Point
↓
Every comm reflects on who we are

[Potential Stability } of org
Optics Challenges } of job.
Work Envt.

Creativity

People's suspicions ~ and our own - lie in the area of commercialism / money / simply put, "selling out"

Sketch connection
Keep it broad

× What do you know about whole Earth?
" " " staffs etc.
What would you do?

What do we give him?

What do you want to know about us

2d discussion - what does he recommend

SYNFD WISH LIST
HIS THOTS
RESPONSE TO HIS QUESTIONS.

Subscribers - what do we want -
What is our best subscriber -
What does " " " do for Point?
What's happened to pub #'s?
What's yr renewal rate?
Best sources?
How do you replace the 25% you lose?

TOM WHITE
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415/649-0947

Direct marketing professional offers proven ability to develop and manage profitable direct response programs

HIGHLIGHTS OF ACCOMPLISHMENTS

- Responsible for 21% net profits in first year of mail order start-up operation
- Achieved 98% growth in sales and 26% net profits in second year of start-up operation, surpassing goals
- Managed sales and fulfillment of over 5 million mail order products in one year
- Designed and managed marketing database of over 300,000 customers and prospects
- Consulted to business-to-business corporations and nonprofit agencies on planning and improving direct response marketing programs

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WORK HISTORY

Direct Marketing Consultant - Tom White & Associates 6/89 - Present

- Developed and administered marketing research and marketing audits
- Consulted to management on development and planning of direct marketing programs, including recommendations on list management, acquisition and testing of prospect lists, increasing distribution and improving customer service
- Developed recommendations on product positioning, pricing strategies, and direct response promotional copy
- Designed an information database of prospect mailing lists for tracking and planning
- Provided interim direct marketing management and planning services
- Clients include Blue Shield, University of California, Krames Communications, Parlay International, EdSource, Shanti Project

Direct Marketing Manager - San Francisco AIDS Foundation 9/86 - 5/89 what was pay? references!

- Managed start-up of Direct Marketing Department selling health education and professional training publications, videotapes and training services to Fortune 1000 corporations, federal and state health agencies, Department of Defense and
- Responsible for annual and long range direct marketing plans, sales objectives, budgets, cash flow projections and P&L
- Managed seven person staff, including promotions coordinator, outbound telemarketers, market researchers, customer service, order fulfillment and list service bureau
- Managed and negotiated joint ventures for product development, advertising and distribution
- Planned and managed direct response advertising campaigns including catalogs, self-mailers, lead generation, outbound telemarketing, space advertising and trade shows
- Planned and directed research focus groups from Fortune 500 and school markets

Direct Mail Manager - Public Management Institute, San Francisco 4/83 - 8/86 pay level?

- Planned direct marketing budgets and promotional campaigns for sales of annual business guides, management training publications, personal computer software and accessories
- Increased customer base by 27% in one year
- Developed advertising copy, design concepts, catalog and newsletter circulation plans
- Researched and negotiated list exchanges for non-brokered specialty lists
- Retained and supervised copywriters, designers, printers, mailers, list brokers and list service bureaus
- Developed and managed product publicity campaigns, press releases
- Managed and trained promotions coordinator and administrative assistant
- Developed computer spreadsheet applications for monitoring and analysis of promotions, tests and product profitability,

Engineering Document Specialist - Impell Corp., Walnut Creek 9/80 - 3/83

- Responsible for microfilming, storage, and cataloguing of engineering records

Printing Plus, Morning Star Press, et al., San Francisco, Northampton 1976 - 1980

- Press assistant, proofreader and typesetter for small printshops and publishers

PROFESSIONAL SPEAKING ENGAGEMENTS

- Creating Effective Brochures, Workshop Leader, The Support Center, San Francisco, 1989

EDUCATION

- Initiated M.B.A. coursework, San Francisco State University
- B.A., Cum Laude, San Francisco State University
- Hampshire College, Amherst, Mass.

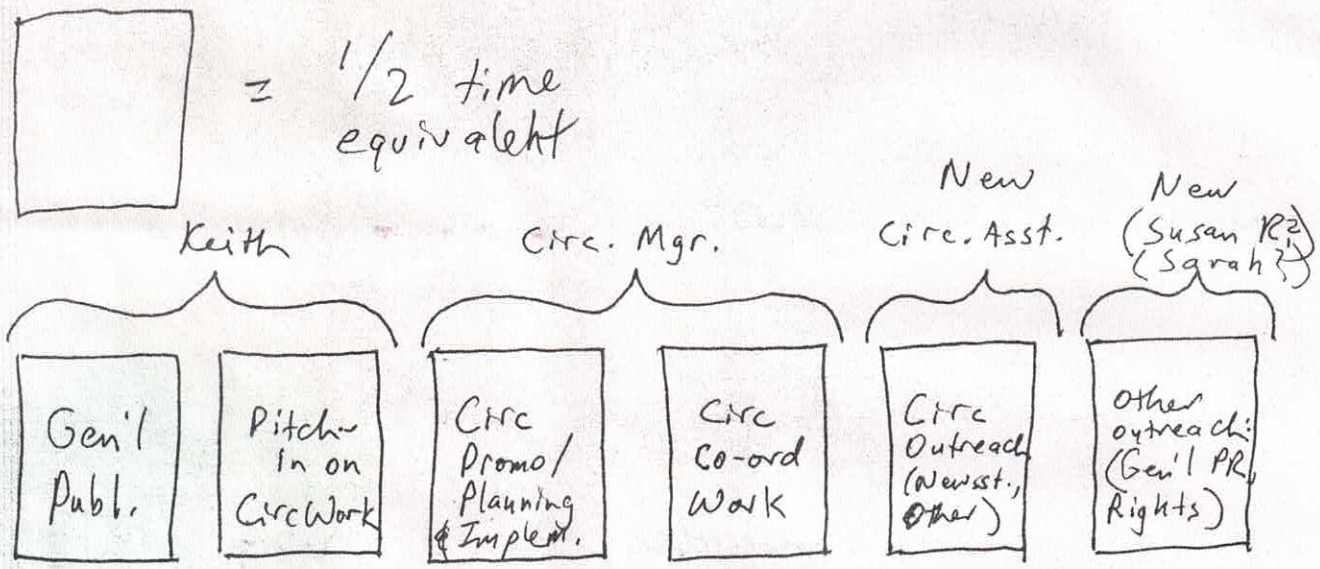
PROFESSIONAL MEMBERSHIPS

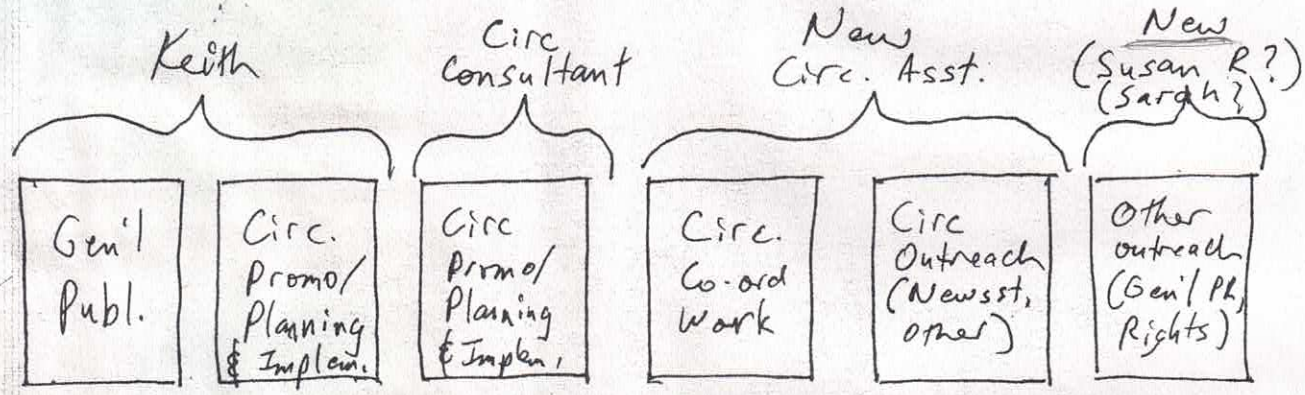
- Northern California Direct Marketing Club
- Northern California Catalog Club
- American Marketing Association
- United Way Technical and Strategic Management Assistance Program

REFERENCES

- Available upon request

12,750
3,000
15,750 = 31,500





CONTRACT BASIS.

$16.00

$12.75 + bonus
or $2.25/hr.

RENEWALS
vs.
NEW SUBS
vs.
NEWSSTAND

INITIAL CONSULTING PERIOD